



Application No. 10/613392 *DPW*

Art Unit: 3622

Response and Amendment

BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: RONALD JOHN ROSENBERGER

Application No.: 10/613392 Art. Unit: 3622

Filing Date: January 21, 2004 Examiner: Myhre, James W.

Title: CARDS AND RELATED SERVICES PROVIDED BY CREDIT CARD ENTITIES THAT USE NON-METALLIC SYMBOLIC COLORS TO TARGET SPECIFIC DEMOGRAPHIC GROUPS

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

December 11, 2007

(Date of Deposit)

Ronald J. Rosenberger

(Name of applicant, assignee, or Registered Representative)

(Signature)

December 11, 2007

(Date of Signature)

Commissioner for Patents
Mail Stop Amendment
P.O. Box. 1450
Alexandria, VA 22313-1450

RESPONSE AND AMENDMENT UNDER 37 CFR 1.115

Dear Sir:

In response to the non-final Office Action dated September 12, 2007, Applicant submits the following response and amendment, due December 12, 2007.

In the Specification:

Amendments to the specification are presented beginning on page 2.

In the Claims:

Amendments to the claims are presented beginning on page 3.

Remarks:

The Remarks begin on Page 10.